

# Placerville Republican

EL DORADO COUNTY'S ONLY DAILY NEWSPAPER

VOLUME XLVIII

PLACERVILLE, EL DORADO COUNTY, CALIFORNIA. THURSDAY, OCTOBER 20, 1938

NUMBER 227

## LABOR SPLIT IN STATE CONTEST

A. F. of L. President Praised  
And Condemned For Lauding  
Record Of Gov. Merriam

SAN FRANCISCO, (UP)—William Green, president of the American Federation of Labor, was alternately praised and condemned by state labor spokesmen today for his endorsement of the candidacy of Frank P. Merriam, republican incumbent seeking re-election as governor.

Republican campaign headquarters issued a statement signed by six officers of AFL unions praising Green for his action and condemning Merriam's democratic opponent, Culbert Olson, who has received support from the Committee for Industrial Organization.

Olson's charge that Green's endorsement branded him as "the nation's chief labor faker" was answered by the six union officials who said Merriam "stands for the principles of the AFL against the un-American principles of confiscation and destruction preached and practiced by the misleaders of the CIO."

### LABOR ACT FAYED

WARREN, O., (UP)—Chairman John D. M. Hamilton of the Republican National Committee said today that he would seek amendment of the National Labor Relations act "in the interest of fair play for the worker, fair play for the employer and fair play for the American Federation of Labor."

Hamilton said that republicans agree with President William Green of the A. F. of L. that the administration of the labor act is "biased." Without mentioning the Committee for Industrial Organization directly, he added: "They (republicans) agree, generally, with the amendments to this legislation approved by the A. F. of L. convention. They agree because they believe that government should be an umpire to enforce fair play—not a partisan of one faction or organized labor."

## Soap Box Derby On Saturday

Prize List Announced For  
Boys Who Qualify In  
First Annual Race

Saturday is "Derby Day" in Placerville and the Soap Box Derby, postponed from last week because of the storm, will be held on Sacramento Street at ten o'clock in the morning. Sixteen boys are entered in the race, which is staged under the joint sponsorship of El Dorado Post No. 119, American Legion, and this newspaper.

Issuing a call to all entries, as well as to directors of the race, to be on hand promptly. Chairman Paul Smith on Wednesday made public the prize list for the race.

Traffic will be diverted from the racing course through the courtesy of the local police department, which is also in charge of marking the course.

The prize list follows:  
First place, Gold medal and a \$7.50 merchandise order; second, Silver medal and a \$5 merchandise order; third, Bronze medal and a \$2.50 merchandise order.

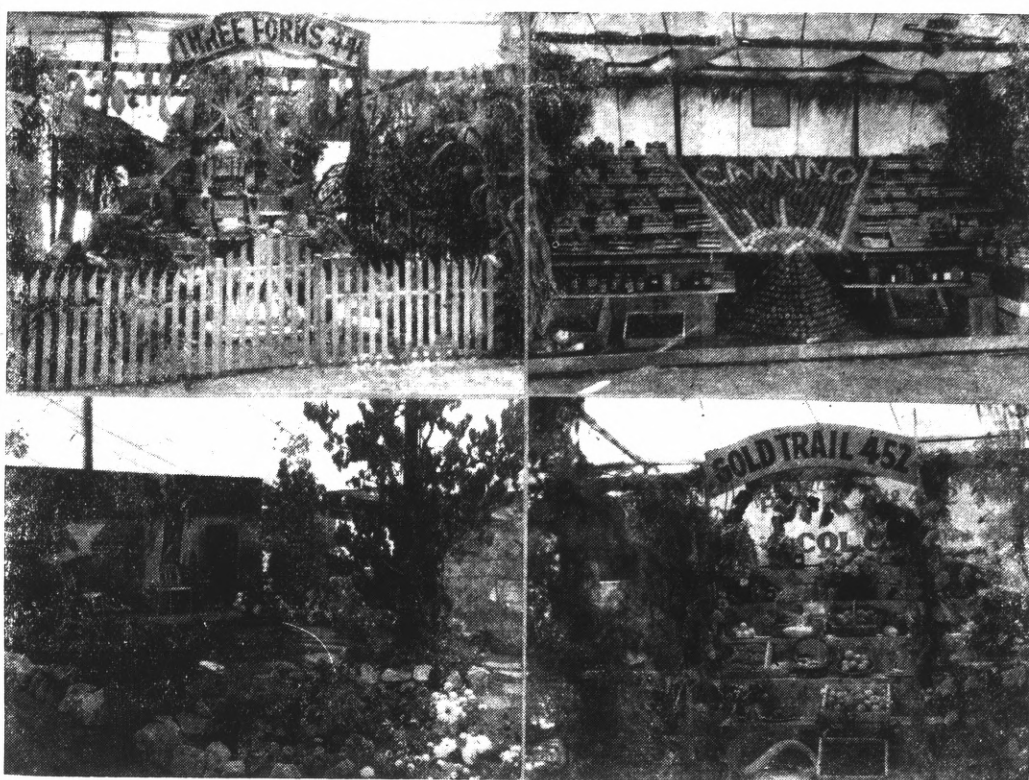
Best designed car, a scooter wagon, from Murray's store; driver of the fastest heat, a radio, from Cannon Chevrolet Company; best brakes, a merchandise order; best upholstered car, a merchandise order; and there will be prizes for the winner of each heat.

All boys in the race are requested to be on the course at nine o'clock Saturday morning, so that the preliminaries of issuing their numbers and drawing for heats may be concluded in time to start the race at ten o'clock.

Prizes have been contributed by the American Legion, The Mountain Democrat, Fox Brothers drug store, Leo C. Burger, Murray's, The Sportsman's Shop, Max Baer and the H. N. Farrell Auto Supply store.

## Farm Bureau Directors Meeting Tonight

In the absence of County Chairman James A. Irving, who is a patient at Sutter Hospital, Sacramento, following an operation, Vice-Chairman B. E. Haslam will preside at tonight's meeting of the county Farm Bureau Directors, at the Farm Advisor's office. In addition to the regular order of business, the meeting will plan for participating in the State Farm Bureau meeting, to be held November 14, 15, 16 and 17, at Sacramento.



SOME OF THE EXHIBITS AT THE COUNTY FAIR, which will be held Saturday and Sunday in the large tent at M. P. Bennett, Jr., Memorial Park. Upper left, the display by Three Forks Grange; upper right, Camino Farm Center's exhibit; lower left, the attractive flower show arrangement of the Placerville Shakespear Club; and lower right, the tempting display by Gold Trail Grange, of Coloma.—Pictures by Land Studio.

## FAIR RE-OPENS SATURDAY NOON

Two-Day Showing Concludes  
Display Continued One  
Week Owing To Rain Storm

The County Fair for 1938 re-opens again Saturday at Marcus P. Bennett, Jr., Memorial Park with a two-day program which will close on Sunday night.

The exposition, scheduled for Friday, Saturday and Sunday of last week, was "rained out" by the storm of Friday and Saturday but was viewed by approximately 4,000 county residents on Sunday who marveled at the excellence of the display and at the circumstance that the booths had been quickly re-conditioned after suffering some storm damage.

The outdoor entertainment program has been revised and is reported elsewhere in this paper.

Secretary-Manager L. J. Anderson, expressing his appreciation for the co-operation of the exhibitors in making it possible to continue the fair for presentation during the coming week-end, stated that the main exhibit tent will be open Friday afternoon and evening for exhibitors only, and urges that they visit the tent and re-condition their exhibits at that time for the Saturday opening.

## 4-H CLUB ACHIEVEMENT NIGHT TO BE HELD ON NOVEMBER 5

The annual Achievement Night of county 4-H Clubs, at which the boys and girls who have completed their projects and their record books will receive pins from the County Key Banker, will be held Saturday, November 5, at Rescue hall.

The date was set Wednesday night at the meeting of the County 4-H Club Council, at the Farm Advisor's office. Each club will enter a demonstration team in the program for the evening or, lacking such a team, will present an entertainment number.

Other business of the evening included discussion of plans for attending the annual leaders' conference, at Adams Spring, Dec. 2, 3 and 4; preparations for beginning re-enrollment for the new year; and a round table talk concerning the advisability of adopting a single county-wide 4-H Club project.

It was announced that all record books for the past year are now due and should be turned in by the end of the present month.

## SCOUTING

### Troop 67

People who pass by our Scout lodge on Friday nights will notice that all is quiet because we changed our meetings to Thursday.

Most of the meeting was set aside for practicing for a program for the fair which will be held on Saturday. It was certainly a quiet meeting. "Ho, hum." —Bob Weidman, troop reporter.

## Traffic Death Toll 1,687

SACRAMENTO, (UP)—A decline in traffic deaths thus far this year compared with 1937 was reported today by the State Department of motor vehicles.

The department's figures showed 1,687 deaths during the first eight months of 1938, compared with 1,953 for the corresponding period last year.

## County Office Race Quickens

Candidates Resume Campaign  
With Election Day, Nov. 8,  
Only Two Weeks Away

With Election Day, November 8, little more than two weeks away, candidates for various contested county offices are renewing their campaigns and the local contests again compete with the state-wide race for public attention.

Since the Primary, principal local political activity had been concerned with supporting or denouncing one or the other of the candidates for state offices.

However, the approaching election date has again called out local aspirants into the field for the race down the home stretch.

In addition to the Fourth District Supervisorship, in which Dan M. Bass, incumbent, and Carl Niguel, are candidates; there are contests in the following county offices:

Superintendent of Schools—The Incumbent, Mr. Fitzgerald, was not a candidate for re-election, and the race is between Kenneth McCoy, of Shingle, and Harry Reese, of Pollock Pines.

Tax Collector—This is a newly created separate office of the county government. Candidates are W. F. Truscott, who has held the post of deputy tax collector for Sheriff Smith during the past term, and Miss Lulu Cook, who formerly served in the office as deputy for Sheriff Hand and for Sheriff Wood.

Sheriff—George M. Smith is the incumbent and his candidacy is opposed by William J. Bathurst.

County Surveyor—Henry Lahiff is the incumbent and he is opposed by Don M. Hoffman.

## L. A. Man In Charge Of Cleaning Plant

Mr. and Mrs. M. Arnold have moved here from Los Angeles and will make their home in Placerville, where Mr. Arnold has been employed by the management of the American Laundry and Dry Cleaners to take charge of the dry cleaning plant.

The Rev. Gilbert Hoff, of Oakland, will officiate Sunday morning at church services at 11 o'clock at the Diamond Springs Community Church. Rev. Hoff will be accompanied by a group of talented musicians who will share in the service.

## SCOUT FINANCE CAMPAIGN SET

Beryl Babcock To Address  
Lions; J. H. Palmer Accept  
Chairmanship Of Drive

The annual campaign for funds in support of Boy Scout activities in El Dorado county opens on November 1.

Preparatory to formal opening of the drive, Dr. Lester B. Rantz, district chairman, announced Wednesday that the speaker at the coming Tuesday meeting of Placerville Lions will be Lion Beryl Babcock, of Sacramento, who will discuss "Scouting."

Mr. Babcock is well known to Placerville Lions for his activity in the Lions Club and is, in addition, one of the directors of the Golden Empire Council of Boy Scouts and well versed in Scouting and Boy Scout accomplishment.

Dr. Rantz also announced that John H. Palmer, who led the campaign last year with outstanding success, has volunteered to undertake the same work again this year.

Chairman Palmer will name his own staff of co-workers whose names will be announced prior to the opening of the active campaign on November first.

## MISS KATHERINE WILDMAN WED SATURDAY AT BERKELEY

Miss Katherine Wildman, daughter of Engineer Clifton Wildman, of Placerville, and Orrin Johnson Heatie, of Berkeley, were married on Saturday last at the latter city.

The bride is a graduate of our county high school and of the University of California, where she majored in anthropology. Following a year of work at the Southwest Museum at Los Angeles, she has been employed for some time past in the controller's department at the university, in charge of the central stenographic bureau, and will continue her work there.

Mr. Heatie is employed at Berkeley and the couple will make their home in that city.

We join the many friends of the bride in extending all good wishes.

## Third Birthday Marked By Party Wednesday

Mrs. Virgil Simpson was hostess at her residence, 20 Sacramento street, on Wednesday afternoon at a party remembering the third birthday anniversary of her daughter, Beveley Ann.

A number of little friends, with their mothers, called and spent a happy afternoon. These included Juane Veerkamp, Garry Robinson, Jane Sumner, Teddy Redman, Shirley Sweeney, Buzie Brown, Mary Lou Tinker, John Tinker, Jimmy Tinker, Evamie Veerkamp, Elwin Veerkamp, Bruce Allen Veerkamp, Jimmy Veerkamp, Gene Robinson, Mary Helen Tripp, Carolyn Norrish and Bertram Simpson.

Miss Ethel Christian was a visitor Wednesday at Sacramento.

## PEACE LOOMS IN S. F. LABOR WAR AS AGREEMENT IS PREPARED

Representatives Of Employers And Striking CIO Unions  
Approve Pact Subject To Ratification By General Body;  
Warehouses May Be Reopened Monday Morning

SAN FRANCISCO, (UP)—An agreement, subject to ratification, to end the tie-up of 137 San Francisco Bay area warehouses caused by a four months' dispute between the San Francisco Distributors Association and the Committee for Industrial Organization warehousemen's union, was announced today.

It was believed the agreement would be ratified by both the union and the employers this week-end, and that the warehouses would reopen Monday.

## 6 Trapped By Forest Fire

SINNAMEAHONING, Pa., (UP)—A swiftly striking forest fire claimed a sixth life today with the death in a hospital of another CCC enrollee who had participated in fighting the freakish blaze in this hunting and fishing paradise.

The dead were trapped by a sudden wind last night after they ignited a back fire as a firebreak. The wind encircled them in flames and escape was impossible. Five were CCC enrollees; the other was Gilbert Mohoney, 38, Ridgeway, Pa., an employee of the United States Department of Forests.

## WOMAN MISSING FROM FULLER SAWMILL NEAR BALTIC

A posse of forest officers, 60 CCC enrollees, Sheriff George M. Smith, Deputy Ralph Jones and state fire wardens joined a search Thursday morning for Mrs. Roy Brewer, 35, missing since Wednesday afternoon from Fuller's sawmill, on Stark's grade.

Mrs. Brewer is reported to have announced her intention of going for a walk and upon failure to return a search was instituted by relatives.

When darkness came on and no trace of Mrs. Brewer had been found, relatives appealed to the state fire wardens, the Forest Service and Sheriff's office for assistance. No trace of Mrs. Brewer was reported up to noon on Thursday morning.

## THREE CONFESS SHOOTING DOE FROM CAR IN GAME REFUGE

Thomas Hill, Clifford E. Hulbert and Wayne Kelso, all of North Sacramento, are to appear Friday morning in the court of Justice of the Peace T. F. Lewis, to answer a charge of killing a doe.

The men were arrested Wednesday by Game Warden H. Wary, of Sacramento, on a complaint sworn to by Game Warden Al Sears based on the results of investigations by Wary and himself.

Wednesday night they were questioned by the game wardens and by District Attorney Henry S. Lyon and Sheriff George M. Smith and confessed, according to the district attorney, that they had killed a doe by firing from their car while driving along the highway above Fred's Place. The doe was in the game refuge.

## Shingle Mine Foreman Accepts Canada Post

John B. Matson, who for the past four years has been mine foreman for the Mountain Copper Company at their Big Canyon mine near Shingle, has accepted an assignment as superintendent for the Wells Mining Corporation, Cariboo, B. C., and left last weekend for Vancouver preparatory to taking up his new work.

Mrs. Matson and their daughter, Miss Dorothy, will join him later.

Mr. Matson is widely known in California mining circles and also in the industry in British Columbia.

## News Personals

Alfred St. John has brought suit against Dorothy E. St. John asking divorce on grounds of desertion. The couple wed in Vermont in 1929 and separated in October 1937. They have one child, whose custody the father asks. The complaint was filed by Attorney T. S. Marlor.

Forest Supervisor Edwin F. Smith was at the Stanislaus Forest headquarters at Sonoma on Wednesday.

## WEATHER

Fair tonight, Friday, slightly warmer; gentle easterly wind.

## Cougars Lose To Sutter Creek

First League Contest Played  
Wednesday After Postponement  
From Saturday Due To Storm

The Cougars were defeated by Sutter Creek high school, 12 to 0, Wednesday afternoon at Marcus P. Bennett, Jr., Memorial Park. It was their third defeat of the season and their first league game of the year.

The contest was originally billed for Saturday last, but had been postponed owing to the storm.

This coming Saturday the Cougars go to Sacramento to meet the Sacramento high school reserves. On October 29 they play the Christian Brothers College, of Sacramento, in Placerville, and the following week serves up their second league contest of the season, against Jackson, there.

Although they were pitted against heavier and obviously more experienced players, the Cougars held the Trojans scoreless in the first two quarters. The visitors were able to gather one touchdown in the third period on a forward pass based on a reverse, and took the second counter in the last period on the interception of a Cougar pass. Both conversion attempts went wide.

The two clubs set a fast pace for a hard game and the time-keeper called frequent time outs for minor injuries, the most serious of which rendered the Sutter Creek fullback horsed combat for several minutes. However, it appeared following the game that he had not been seriously injured.

## Bartlett Growers To Meet Monday Night

Bartlett pear growers who are interested in discussing a proposed control on the 1939 shipping program based on size and grade of the fruit are expected to attend a meeting to be held Monday night at 8 o'clock in the Superior Court room at the courthouse.

The meeting has been called by Farm Advisor Ivan Lilley at the request of a committee of growers which has been studying the proposal and is for the purpose of general discussion on the suggestion. Notices of the meeting are being sent by the Farm Advisor to all known Bartlett growers in the district.



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## EVERYBODY'S DOING IT NOW



Admiral. But I am trying to show you that those critics who wrote him out of the race when he was beaten by Jacola in the Laurel stakes last Saturday were mistaken. That race was for but a mile, and it is after the mile has been passed that the Biscuit, a whale of a finisher, really starts to roll. Furthermore, the son of Hard Tack packed 126 pounds to 102 for Jacola. And 24 pounds is 24 pounds to man or beast. With all this advantage Jacola didn't walk in—she turned the fastest mile ever run over the Laurel track.

No sir, don't count Seabiscuit out of any race. He is as tough a piece of horseflesh as the American track has ever seen. And if you don't think he can leg it, please remember that in the past two seasons he has broken seven track records from coast to coast. And in those races he was the top-weight horse.

He races summer and winter, spring and autumn; here, there, and everywhere. There is scarcely a track in the United States, Mexico or Canada that hasn't felt his flying feet.

Old "perpetual motion," that's Seabiscuit. If he isn't running, he is in a box car rolling toward some race. He takes 'em all on, anywhere, anytime. He isn't fussy about weights. In at least two of his 16 winning starts since the first of last year he was loaded with the staggering impost of 133 pounds. Yet he picked up this burden and smashed track records.

He has been beaten a lot, especially as a two and three year old, but he was no great shakes then. It wasn't until he was a four year old that he came around for Charles S. Howard, who bought him for \$8,000 when he was crippled and ailing.

War Admiral may lick him in their duel on the Hilltop, but he'll know he has been to the races. If he could speak, and knew his Shakespeare, I'm pretty sure that Seabiscuit, when he eyed the Admiral in the starting gate, would say:

"Lay on, McDuff.  
"And damn'd be him who first cried, enough!"

William Mote was among the visitors at Sacramento Tuesday.

## CONSERVATIVE DEMOCRATS GROOMING GARNER AS POSSIBLE PRESIDENTIAL TIMBER; LEGISLATIVE STRATEGY OF COMING CONGRESS WILL POINT TOWARD 1940

By LYLE C. WILSON

(United Press Staff Correspondent)

WASHINGTON, Oct. 20.—A conservative democratic movement to check the Roosevelt legislative program in the next congress and prevent the nomination of a 100 per cent new dealer for president in 1940 appeared today to be developing among southern and western party leaders.

Southern conservatives are reported to be turning to vice president Garner for leadership in the legislative skirmishes which will precede the battle over a presidential nomination. The vice president has been a bitter but cautious critic of some Roosevelt policies. He objected, especially, to the interrupted series of unbalanced budgets which may be climaxed at the end of this fiscal year by the largest new deal deficit.

Garner was represented last spring as protesting sharply against the new deal lending-spending program in which the administration recognized the seriousness of the 1937-38 depression and resumed pump priming to overcome it. As deficits accumulate,

(Advertisement)

## "My Skin Was Full of Pimples And Blemishes from Constipation"

My skin was full of pimples and blemishes from constipation. I was using Adenika. Adenika washes BOTH bowels, and relieves constipation that so often aggravates a bad complexion. — FOX BROS. PHARMACY.

pressure increases on Garner and other conservatives to bring their opposition to certain of Mr. Roosevelt's policies into the open. The next session may bring a showdown.

Whatever legislative strategy may be developed, it will be directed as much toward the 1940 national democratic national convention as to the actual shaping of programs affecting agriculture, relief, business and railroads and the national economy in general.

Whoever among democratic legisla-

ors may now be counted among the Roosevelt opposition, it is at least certain that the president has them guessing about his own 1940 plans. Postmaster General James A. Farley wrote last month in the American Magazine that Mr. Roosevelt probably had not confided in anyone whether he would be a third term candidate.

When he does make up his mind he probably will delay announcement until the convention is considerably closer. Farley believes next August would be about the right time.

But the search is on, nevertheless, for prospective conservative presidential nominees whose election in 1940 would restore party control to the more traditional wing of the democratic party.

Republican Classified Ads always pay.

## Tempting Sandwiches

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and  
APPETIZINGLY

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An ideal place for busy people! Crisp salads, delicious sandwiches offer suggestions for an appetizing and healthful luncheon.



Mac's JUMBO FOUNTAIN

At the Bell Tower

## PARADE OF SPORTS

By HENRY McLEMORE  
(United Press Staff Writer)

NEW YORK, (U) — The last time Seabiscuit was asked to run a mile and three-sixteenths at Pimlico he picked up 130 pounds as though they were 130 feathers and streaked the distance in 1:57 2-5 for a track record.

War Admiral has made two starts over the historic old Pimlico track, and each was at a mile and three-sixteenths. In the 1937 Preakness, with Pompoon breathing down his neck, he was whipped home winner in 1:58 2-5ths. In the Pimlico special handicap he made the journey in 1:58 4-5ths. In the Preakness the chunky little son of Man O'War—Brush up, carried 126 pounds, and in the special he had 128 aboard.

These are pertinent figures, because a week from next Tuesday, those two horses—the Biscuit and the Admiral—will meet at old Pimlico and match

heart for heart, speed for speed in a match race.

The distance will be one mile and three-sixteenths.

The weights are to be even—Stephen—120 pounds each.

Seabiscuit likes the Pimlico track. War Admiral doesn't.

I am not trying to sell you Seabiscuit, to persuade you into betting on him when he goes out alone against the



There Was a Building In Our Town.  
Whose Hues Were Old and Faint;  
But We Have Made It Look Like New,  
With Coats of Higgins' Paint.

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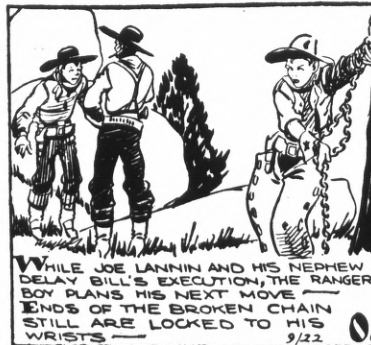
## Furniture Exchange

Headquarters for Frigidaire  
H. E. Hunsaker PLACERVILLE Phone 472

## BRONCHO BILL

A Bold Try

By Harry F. O'Neill



## 1938 SAFETY SENSATION!

MANY TIRES COST MORE BUT NO OTHER TIRE AT ANY PRICE CAN GIVE YOU THIS TWO-WAY PROTECTION AGAINST SKIDS AND BLOW-OUTS



It's here to save your life! Not only with the famous blow-out protection of the Golden Fly but with the greatest skid protection ever offered—the new Silvertown Life-Saver Tread that gives a safe, DRY TRACK on wet roads. Don't be cheated out of real safety. Get the new Silvertown today.

The new Goodrich SAFETY Silvertown  
LIFE-SAVER TREAD GOLDEN FLY BLOW-OUT PROTECTION

## Hangtown Service Station

Main and Bridge St. Placerville

BILL SHUMAN

Your Smiling Associated Dealer



## Recorder's Filings

October 17, 1938

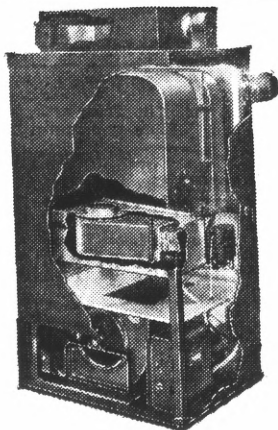
Trust deed, Henry Clay Vande Water and Nellie P. Vande Water, husband and wife, to Bank of America National Trust and Savings Association.

October 15, 1938

Deed, Raymond F. Lewis and Edna N. Lewis, to Raymond F. Lewis and Edna N. Lewis, man and wife.

Decree of divorce, Ida Fuller, plaintiff vs. Myron C. Fuller, defendant.

Deed, Jennie F. Keenan and Allison H. Murray to Elizabeth Jurgens. Assignment, Oakleigh Thorne and H. S. Thorne, his wife, to El Dorado Crystal mine.



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PLACERVILLE

364 Main St.



**OIL FIRE**—More than 10,000,000 in flames and smoke at the Cities Service oil and gasoline storage tanks in Linden, New Jersey, after an explosion in a 1,600-gallon storage tank hurled blazing gasoline over several other tanks. Twelve hours after the explosion, 29 tanks were aflame, lighting up the sky for miles around and sending up smoke over 100 feet high. This air view shows some of the tanks ablaze. More than 500 men tried to quench the flames, with only small success.

Tomato fields in eastern Contra Costa county are being dusted by airplane. A worldwide wool show will be held in Hop yields in the coastal counties are on Treasure Island, Sept. 23-Dec. 2, 1939. Below normal.

### 33 BILLIONS SPENT OR LOANED BY NEW DEAL SINCE MARCH, 1933

WASHINGTON, (AP)—The National Emergency Council reported today that the New Deal has spent and loaned \$33,091,000,000 among the states and territories and possessions since March 4, 1933.

An NEC tabulation of statistics through July 1, 1938, showed \$18,118,000,000 of direct expenditures, \$13,173,000,000 of loans by various federal agencies and \$1,799,000,000 of loans insured by the Federal Housing Administration. The latter two totals are recoverable assets.

The new deal has spent \$7,751,000,000 for relief, including \$4,683,000,000 for the Works Progress Administration and \$3,067,000,000 for the Federal Emergency Relief Administration.

The Agricultural Adjustment Administration was the next greatest spender with a total of \$2,599,000,000. Other agencies spent as follows: Farm Security Administration \$301,000,000; Civil Works Administration \$827,000,000; Civil Conservation Corps \$1,954,000,000; Bureau of Public Roads \$1,276,000,000; Public Works Administration \$1,796,000,000; Reclamation Service \$225,000,000; United States Housing Authority \$126,000,000; Social Security Act \$475,000,000; Public Buildings \$135,000,000.

### Curtis Family Home From Auto Vacation

Mr. and Mrs. Clyde Curtis and two daughters have returned from a two weeks vacation at their home town of Driggs, Idaho.

Going by car, they drove north over the Redwood highway to Oregon, across the state to Eugene, thence on to their destination.

Returning by way of Ogden, Utah, where Mrs. Curtis visited her folks, the vacationers traveled about 3000 miles in all. They report a most enjoyable time, with weather conditions perfect, except for a rainstorm encountered on the return trip, near Elk, Nevada. Fishing was enjoyed by Mr. Curtis, who has been entertaining his friends with some tall tales since his return.

Mr. and Mrs. B. E. Chappell and children were up from Elk Grove on Wednesday.

# The Story of OD and AD



OD and AD were machinists many years ago. One day, at a fair, they saw a buggy with an engine in it. They saw many ways to improve it, and each decided to build an automobile. But when it came time to sell their first cars, OD and AD had different ideas.

## and the AUTOMOBILE

### How OD Tried to Sell His First Automobile



OD invited all his friends and neighbors to his house. He drove his automobile around the block and gave them a ride. They were thrilled. They wanted to buy it. But when they learned that it cost \$3,000, not one of OD's friends could pay such a high price.

### How AD Sold 10 Automobiles



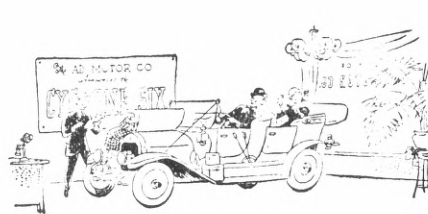
AD had also spent nearly \$3,000 in building his first car. He knew that only a few people could afford so high a price, and to find them he must show his car to a great many. So he advertised that he would demonstrate his car the following Saturday afternoon. People came from miles around. AD ran his car up and down the street. Afterward, ten men wanted it. AD told them that by making ten cars he could cut costs and reduce his price to \$2,500. So he hired several men, rented a building, and started making more and better automobiles.

### How OD Finally Sold a Car



OD heard that AD had sold ten cars, so he decided to try again. When his second car was finished, it had cost him almost as much as the first. He showed it to as many people as he could see and after a long time sold it for just about what it had cost him. In the next five years OD built several more automobiles, but always by the time his cars were finished AD was making better cars for lower prices.

### How AD Sold 10,000 Automobiles



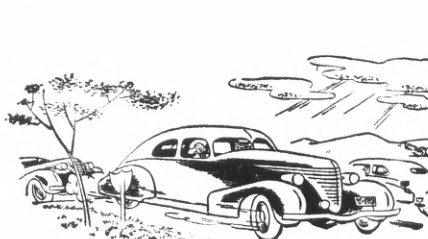
AD decided that if he could make cars by the hundreds, he could lower the cost and add still more improvements. So he appointed agents and advertised in other cities. In this way he was able to tell the story of his car to thousands and thousands of people neither he nor his agents had ever seen. The more agents he appointed, and the more he advertised, the more people came in to try his car, and the more cars he sold. And the more cars he built, the better he built them, and the less they cost. By 1911, AD was making such a good car for \$1,500 that he sold 10,000 that year.

### Why OD Gave Up Trying to Sell Automobiles



OD now saw that he could not possibly make cars at low cost by building only a few each year. Nor could he sell enough to make more by telling people about them one at a time. So he decided to go back to work as a mechanic. He applied at AD's factory and was promptly employed.

### How AD Sold Millions of Automobiles

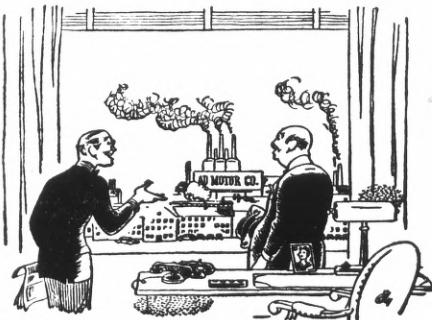


AD now realized that there were millions of people who would buy his automobiles if the prices were only lower. He also knew that if he could build hundreds of thousands of cars a year, he could make them better and at less cost. So he enlarged his factory, employed more men, and advertised to millions of people all over the country. By 1921, he was making a fine-looking car with a six-cylinder motor and a self-starter. And the price had been reduced to \$1,000.

AD's profit per car was now very small. But he sold so many cars that his business was successful. And, as prices became lower and lower, millions of people who had never dreamed they could afford automobiles were able to own and enjoy them.

By 1938, AD was making the best and finest looking car he had ever built—and the price was only \$750.

### AD Tells OD How It Came About That So Many Families Now Have Automobiles



ONE DAY OD went into AD's office at the factory. OD said, "Remember the time we saw the horseless carriage at the fair? Who would have believed that in 30 years almost every family would have an automobile?"

AD said, "It never would have been possible without advertising. All the advances in manufacturing would have been futile without advertising to tell the story. As it helped us to sell more and more cars, we were able to make them still better and sell them at lower prices. As a result, the advantages of an automobile are now

enjoyed by people of small means just as they are by the well-to-do."

"But you spend millions for advertising," said OD. "Yes," said AD. "But we sell so many cars that our advertising costs only about \$15 per car. That is not much when you remember that in 30 years the average price of a car has been reduced by more than \$1,500. So, advertising has really helped to reduce prices and year after year has helped make it possible for millions of people to have better cars for less money."

(Car prices shown above for 1911, 1921, and 1938 are the approximate average of new car prices in those years.)

# The Placerville Republican



## Russell J. Wilson

Your Ford Dealer

CECIL GEORGE  
Manager

Phone 333



### Clairvoyant Volunteers "Tip" On Mortimer

A Sacramento clairvoyant this week telephoned Joseph Schwartz and told him "where to find the body of James Mortimer," who disappeared in the Cat Creek area above Caldor while deer hunting on October 2.

It was learned that the clairvoyant told Schwartz she believed the young man's body would be found on the right side of the Cosumnes River, nine miles from Grizzly Flat, in what is known by those familiar with the area as the Van Horn country.

Euell Y. Gray, who has been heading the search the past ten days was in Placerville Thursday morning and said that it is within reason that Mortimer could have reached that area. In the process of making every possible check of the section the area indicated will be searched, it was learned.

Mr. and Mrs. J. H. Palmer are at Berkeley this week, while Mr. Palmer attends a conference on educational matters.

A small barn at the home of Mr. and Mrs. Clarence Wilkinson, on Coloma road, was destroyed by fire Wednesday afternoon. Clarence had recently put a new roof on the building and had it well stocked with hay.

### CLASSIFIED

#### BUY PLACERVILLE

15 ACRES on highway. 2-room house, water, electricity. Quick sale price \$800.00.

A. C. Winkelman.

with

Real Estate Insurance  
1-ACRE, well, new 2-room cabin on No. 49, Diamond Springs. Price \$475.

#### FOR RENT

ONE room cabin partly furnished. No. 32 Union St. 206t\*

MOD. furn. 3-rm. apt. lights, water furn. Room 776. 2003tc

FURN. ROOM. Phone 329-J. 1406t\*

ROOM, gentlemen preferred. Inquire No. 9 Spring St. 1906t\*

FUR. house, 4-rms. and bath, at Swingles, \$20. Phone 41F2. 1802w\*

FURN. APT. on Coloma St. Apply Wudell's. 180tfc

MODERN 5-room unfurnished house, garage. Inquire at Wudell's. 1706t\*

MODERN 3-room furn. house. Adults only. No. 8 Sacramento St. 40tfc

2-ROOM furn apartment. No. 11 Spanish Ravine. 40tfc

2 and 3 room apt. with bath. 65 Bedford Ave. 125tfc

MOD 6-rm hse \$31.50, 3 blks N.W. of H. S. Vernon Cox. Call Swingles, 41F2. 200-3t\*

#### REAL ESTATE

RANCHES, HOMES, WANTED !!!  
We furnish buyers LIST with MRS. KELLER, Pacific St. Tel. 150-W.

#### FOR SALE

BEAUTIFUL Studio upright piano also a Spinet grand of finest make to be sold in this vicinity at once, for balance due. Most any terms. Will take piano or other musical instrument as part payment. For location and inspection privilege write C. F. Henrick, Auditor, Box 575, Walnut Creek, Cal. 200-6tfc

WOOD of all kinds. Now offering special on pine chunks at \$2.00 per tier. Clifton & Company. Phone 26 200-1mo

MISSION wine grapes on vine. \$10.00 per ton. L. A. Bender, Phone 20F4. 200-2tc

WOOD, Pine chunk \$2.00, oak chunk \$3.00, oak stove \$3.50 per tier, 14 inch. Phone 12F5. 1901mc

3 BROOD sows and weanling pigs, good stock, also poultry manure. Mary Bollhalter, Rte 2, Box 227, Placerville. 1706tfc

LEAFY Alfalfa hay delivered at Placerville for \$14.50 per ton. Holsinger, Route 5, Box 900, Sacramento. Phone Main 64-Y-21. 60-3w\*

ONE PUBLIC ADDRESS system, complete with 2 speakers, microphone and amplifier. Bargain price. Call 6F22 for details. Sept. 8-tfc

ONE Vaughn Flex tread garden tractor, plow and cultivator, \$100.00; 1 light team, work or saddle, very gentle, \$100.00; 1 Dodge '25 coupe, good condition \$20.00. L. Alexander, Box 405, Placerville. 1803t\*

#### WANTED

STORE building or lots on Main Street, Placerville, for cash. R. E. Degener, Winters, Calif. 12tfc.



TOAST OF FIFTY MILLION Frenchmen, Danielle Darrieux makes her American screen debut in Universal's comedy romance, "The Rage of Paris," at the Empire on Thursday and Friday.

### STUDEBAKER FOR 1939 REDUCES PRICE AS MUCH AS \$95

SOUTH BEND, Ind.—The Studebaker Corporation this week announced the prices of its new 1939 line. The State President model is reduced \$95 from the 1938 level, and the State Commander, Studebaker's six-cylinder model, is reduced to the price of last year's regular Commander. It was pointed out that the 1939 State Commander carries approximately two-thirds of the extras which were featured on the State Commander of last year, and that these extras were valued at about \$75,000.

The factory delivered prices follow: 3-passenger business coupe, \$875; 3-passenger custom coupe, \$900; club sedan, \$955; cruising sedan, \$965.

Standard equipment on Commanders: steering wheel gear shift lever, front and rear bumpers, bumper guards, metal spring covers, safety glass, planar suspensions, two windshield wipers, two fender tail lamps, one license bracket tail lamp, two sun visors, hill holder, cloth trim, five painted disc wheels, and extra tire and tube.

State President, 3-passenger custom coupe, \$1035; club sedan, \$1100; cruising sedan, \$1110; convertible sedan, \$1460.

Standard equipment on State President: steering wheel gear shift lever, front and rear bumpers, bumper guards, metal spring covers, safety glass, planar suspensions, two windshield wipers, two fender tail lamps, one license bracket tail lamp, two sun visors, twin horns, hill holder, center arm rest (sedans only), Model cloth upholstery, front floor carpet, five painted disc wheels, and extra tire and tube.

The Northern California Wool Growers Assn. met at Red Bluff, Oct. 20.

### "RAGE OF PARIS" MARKS DEBUT OF FRENCH FILM STAR

Tonight at the Empire Theatre, Danielle Darrieux, France's eye-filling gift to the American screen, begins a two-day visit. There need be no hesitation in adding that the dainty, winsome, pouting, prattling Parisian who flashed through every feminine mood in the space of a couple of hours will add the rest of the country to her debut conquest. Universal's fair visitor is superlative and her first American film, "The Rage of Paris" is a gorgeous comedy romance.

### Council Of Three Will Serve For King

LONDON (U)—A regency council including the Dukes of Gloucester and Kent and the Lord Chancellor, Lord Maugham, will take over King George's duties when he visits Canada—and probably the United States—next Spring, it was understood today.

Use Newspaper Advertising First.

### Many Choice Homesites



See J. K. PIERSON, Owner

Phone 120

BUNGALOW  
Terrace  
Subdivision

### HAS YOUR HEATER GOT WHISKERS?



THE NEW  
**DUO-THERM**  
"IMPERIAL"  
FUEL OIL HEATER

**\$37<sup>50</sup>**

and up

*Easy Payments*

IF YOUR oil heater's getting old and gray and shaky, don't nurse it through another winter!

Come in and see the superb new 1938 DUO-THERM!

This amazing new type heater can give you an entirely new idea of heating comfort! Its new design keeps heat lower—

keeps floors warmer—gives every room in the house more even, uniform heat! Uses less oil.

Its patented Dual-Chamber burner is more efficient—burns cleanly at high or low flame—gives you just the heat you want at the turn of a dial.

Many other comfort-giving, money-saving features. See them!

**J. H. "Jack" RHODES**

Phone 89

HOME APPLIANCES

590 Main St., Placerville

### MOVIES GO TO COLLEGE

LOS ANGELES, (U)—The University of Southern California now offers 22 different courses in the various branches of motion picture production, Studio directors and film executives serve as lecturers.

Past: 9:30 Lang Thompson.

10 to 11 p. m.

KFBK — News; 10:15 Shep Fields; 10:30 Wayne King.

KSFO — Piano; 10:15 Life of the Party; 10:45 Ted Weems.

KPO — News; 10:15 Gentlemen Preferred; 10:30 Sammy Watkins.

KGO — Shep Fields; 10:30 Wayne King.

KFRC — Griff Williams; 10:15 Meditations; 10:30 Ted Florito.

11 p. m. to Midnight

KFBK — See KPO.

KSFO — Lou Sallee; 11:30 Billy Mozer.

KPO — Leon Mojica; 11:30 Del Milne.

KGO — News; 11:15 Music.

KFRC — News; 11:05 Jimmy Walsh; 11:30 Jack McLean; 11:45 Transcriptions.

5 to 6 p. m.

KFBK — College; 5:15 Sons of the Lone Star; 5:30 Dick Tracy; 5:45 Amateur show.

KROY — News; 5:15 Dance; 5:25 News; 5:30 Sign Off.

KSFO — News; 5:15 Howie Wing; 5:30 Joe Penn.

KPC — Rudy Vallee.

KGO — News; 5:15 Sons of the Lone Star; 5:30 Tony O'Dare; 5:45 Eastman School of Music.

KFRC — Morton Gould; 5:30 Dick Tracy; 5:45 Orphan Annie.

6 to 7 p. m.

KFBK — Good News of 1939.

KSFO — Major Bowes Amateurs.

KGO — Good News of 1939.

KGO — 3:15 Dr. Harlan Barrows; 6:30 Announced.

Drama; 6:30 We Want a Touch-down.

7 to 8 p. m.

KFBK — Speed Gibson; 7:15 Capital Parade; 7:30 Whitney and Gallagher; 7:45 Announced.

KSFO — Bancroft Political; 7:15 Sports; 7:30 Americans at Work.

KPO — Music Hall with Bob Burns.

KGO — People I Have Known.

KFRC — Louise Tabor; 7:15 Sports; 7:30 Green Hornet.

8 to 9 p. m.

KFBK — Amos and Andy; 8:15 Don't Believe It; 8:30 Calif. Pension Plan.

KSFO — Spelling Bee; 8:30 Kate Smith.

KPO — Amos and Andy; 8:15 Standard Symphony.

KGO — News; 8:05 Dance; 8:15 Announced; 8:30 Leo and Ken.

KFRC — Philistine; 8:15 Don't Believe It; 8:30 Science; 8:45 Musical Moments.

9 to 10 p. m.

KFBK — See KGO; 9:15 Merriam Political; 9:30 Amateur Show.

KSFO — 9:30 Serenades; 9:45 Salute to Industry.

KPO — 9:15 Serenade; 9:30 Eddie Dooley; 9:45 Orchestra.

KGO — Announced; 9:15 Dance; 9:30 Freddie Martin; 9:45 University Explorer.

KFRC — News; 9:15 Headlines of the

### Ask Your Grocer for **ARCADE**



Its Good  
**Bread**

Made and baked under same conditions as any "outside" bread. Our NEW MODEL MIXER will give you that fine texture most housewives desire.

#### FLAVOR

It's compounded and baked by masters. The ingredients are the best obtainable. It comes to you fresh, tasty and golden brown.

#### QUALITY

Arcade Bread is made with pure milk, sugar, flour and other ingredients. They are as fine as you use in your home baking!

#### ECONOMY

In spite of the superior quality of Arcade, it sells for no more than any other bread. Get a full 1½-lb. loaf for only 13¢!

#### FRESHNESS

Daily baking puts bread that's absolutely fresh on your grocer's shelves. Double wax-paper wrapping keeps it fresh at home!

### Arcade Bakery



Nationally-Known

**MARX-MADE  
SUITS and  
Overcoats**

For Men and Young Men

Latest Styles and Fabric  
FOR FALL AND WINTER

Tall or short... stout or thin... it doesn't really matter here. WE HAVE THE SUIT THAT WILL FIT YOU. They are priced right!

Famous...

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Mattern

**Sweaters**

— FOR —

MEN and YOUNG MEN



This beautiful new line of sweaters come in a good selection of colors and styles: Blue, Royal Blue, Wine, Gray, Beige and fancy two-tone shades

Priced —

\$2.95

\$3.95

\$5.00

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Successor to M. Simon & Son Inc.

The Round Tent Store